



NACADA

FOR A NATION FREE FROM ALCOHOL AND DRUG ABUSE

NACADA QUARTERLY

A PUBLICATION OF THE NATIONAL AUTHORITY FOR THE CAMPAIGN AGAINST ALCOHOL AND DRUG ABUSE



PARTNERSHIP WITH U.S. AGENCIES TO STRENGTHEN THE FIGHT AGAINST ILLICIT DRUG TRAFFICKING

AUTHORITY RECEIVES DRUG TEST KITS FROM UNODC TO BOOST THE WAR ON DRUG ABUSE

LAUNCH OF THE DIGITAL HEALTH AGENCY(DHA)

KENYA LAUNCHES ITS FIRST NATIONAL POLICY FOR THE PREVENTION, MANAGEMENT, AND CONTROL OF DRUGS,

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PARTNERSHIP WITH U.S. AGENCIES TO STRENGTHEN THE FIGHT AGAINST ILLICIT DRUG TRAFFICKING



Officials from NACADA, the U.S. Bureau of International Narcotics and Law Enforcement Affairs (INL), and the U.S. Drug Enforcement Administration (DEA) pose for a group photo following a strategic meeting

By Simon Mwangi

In a bold move to combat the growing threat of illicit drug trafficking, the National Authority for the Campaign Against Alcohol and Drug Abuse (NACADA) has entered into a strategic partnership with the United States Bureau of International Narcotics and Law Enforcement Affairs (INL) and the U.S. Drug Enforcement Administration (DEA). The collaboration seeks to intensify efforts to dismantle criminal networks fueling drug abuse in Kenya and the wider region.

The partnership, announced following a high-level meeting between NACADA leadership and U.S. officials, will focus on three key pillars: intelligence sharing, capacity building, and public awareness campaigns. By working closely together, the agencies aim to strengthen law enforcement operations, raise awareness of the dangers of drug abuse, and foster safer communities for the youth.

Speaking during the meeting, NACADA Chief Executive Officer Anthony Omerikwa emphasized the urgent need for collaborative, cross-border action in tackling the drug menace.

"Illicit drug trafficking is a complex, transnational problem that no single nation can address alone. This partnership demonstrates our shared commitment to safeguarding our youth and communities by enhancing intelligence exchange, training enforcement officers, and empowering the public through awareness campaigns," said Dr. Omerikwa.

The initiative will provide specialized training programs for Kenyan law enforcement officers to improve their ability to identify, investigate, and disrupt drug trafficking networks.

It will also include joint public education campaigns aimed at reducing demand for drugs, particularly among young people who are most vulnerable to substance abuse.

Jane Williams, Team Lead for INL in Kenya, lauded the collaboration as a model for international cooperation in the fight against drug trafficking.

"The challenges posed by illicit drugs transcend borders. By combining our expertise, resources, and networks, we can more effectively dismantle trafficking organizations and reduce the devastating impact drugs have on individuals, families, and communities," she noted.

The partnership is expected to have a far-reaching impact, not only by strengthening Kenya's response to drug trafficking but also by enhancing regional stability through shared intelligence and cross-border operations.

As NACADA continues to champion prevention, education, and enforcement, this collaboration with INL and DEA marks a significant milestone in the Authority's mission to create a drug-free society and protect future generations from the harmful effects of substance abuse.

KENYA LAUNCHES ITS FIRST NATIONAL POLICY FOR THE PREVENTION, MANAGEMENT, AND CONTROL OF ALCOHOL, DRUGS, AND SUBSTANCE ABUSE



Interior Cabinet Secretary Kipchumba Murkomen launches Kenya's first National Policy for the Prevention, Management, and Control of Alcohol, Drugs, and Substance Abuse

By Emmah Kadi

On 30th July 2025, Kenya launched its first National Policy for the Prevention, Management, and Control of Alcohol, Drugs, and Substance Abuse. Presided over by Interior Cabinet Secretary Kipchumba Murkomen, the landmark move was championed by NACADA after wide consultations with faith groups, civil society, and health experts. The policy seeks to protect children, reduce harm, empower communities, and offer rehabilitation for those battling addiction.

While the government celebrated, reactions from Kenyans revealed deep divisions.

Concerns from the alcohol industry and citizens came swiftly. Bar owners, distributors, and entertainers argued the measures unfairly target their businesses. Raising the drinking age from 18 to 21 angered young adults, who questioned why they can vote and pay taxes at 18 but not drink. Others worried nightlife, entertainment, and tourism would suffer, costing jobs and slowing the economy. Small traders also warned that restrictions on bar locations near schools, places of worship, and residential areas could drive many out of business. Some citizens feared tighter controls might push desperate drinkers to illicit brews already a deadly menace in parts of the country.

On social media, many Kenyans echoed these frustrations. Urban youth lamented the loss of online alcohol sales and celebrity endorsements, which had supported livelihoods in marketing and entertainment. Others doubted whether the government has the resources to enforce such sweeping rules across all 47 counties.

Yet, strong support also emerged. Faith-based leaders and parents welcomed the policy, calling it a much needed shield for children and youth. Civil society groups praised its focus on prevention and rehabilitation, seeing it as a chance to strengthen awareness campaigns and community support systems.

The mixed reactions highlight a familiar challenge, past alcohol laws failed largely due to poor enforcement. Kenyans agree substance abuse is destroying families and futures but many remain cautious about whether this policy will deliver real change.

Most importantly, NACADA CEO, Dr. Anthony Omerikwa, deserves special recognition for spearheading this groundbreaking policy. His leadership and commitment to safeguarding the nation from the harmful effects of alcohol and drug abuse reflect not only NACADA's mandate but also its dedication to securing Kenya's future. His efforts remind us that with vision, courage, and collaboration, Kenya can and will overcome the challenge of substance abuse.

AUTHORITY RECEIVES DRUG TEST KITS FROM UNODC TO BOOST THE WAR ON DRUG ABUSE



Mr. Boniface Wilunda, representing the UNODC Nairobi Office, officially hands over Drug Test Kits to the Authority's CEO, Dr. Anthony Omerikwa.

By Simon Mwangi

Nairobi, Kenya.

The National Authority for the Campaign Against Alcohol and Drug Abuse (NACADA) on the 25th of August, 2025, received a significant donation of 30 Drug Test Kits and 30 Precursor Test Kits from the United Nations Office on Drugs and Crime (UNODC), Nairobi Office, in a major boost to Kenya's fight against drug abuse and trafficking.

Each kit has the capacity to conduct up to 500 tests, providing a much-needed resource to enforcement and laboratory teams working tirelessly to combat drug-related crime across the country.

Speaking during the handover ceremony in Nairobi, NACADA CEO Dr. Anthony Omerikwa hailed the donation as a timely reinforcement of Kenya's counter-narcotics efforts.

"This donation is a big boost to our national response to drug and substance abuse. With these kits, NACADA and our partner agencies will be better equipped to detect narcotics and precursor chemicals quickly, accurately, and on-site. It will strengthen intelligence-led enforcement and help us close in on traffickers and suppliers who continue to put our youth at risk," Dr. Omerikwa said.

He further emphasized that the kits would not only support frontline enforcement operations but also aid public health and prevention programs.

"Early detection means early intervention. By identifying illicit substances at the source, we can disrupt supply chains before they reach our communities. Ultimately, this saves lives and protects the future of our young people," he added.

The kits were presented by Mr. Boniface Wilunda, a representative of UNODC's Nairobi Office, who underscored UNODC's commitment to supporting Kenya's ongoing efforts against drug trafficking and abuse.

"These drug and precursor testing kits are designed to be reliable, field-friendly, and scientifically validated. They will empower NACADA and other agencies to act with speed and confidence in identifying substances, thereby strengthening Kenya's capacity to uphold the law and protect its people," Mr. Wilunda noted.

The donation comes at a time when Kenya, under the leadership of Interior Cabinet Secretary Hon. Kipchumba Murkomen, is scaling up the 100 Days Rapid Results Initiative on illicit alcohol and drugs. The addition of the UNODC kits complements the proposals in the recently launched National Alcohol Policy 2025, which emphasizes stronger enforcement, evidence-led interventions, and international collaboration.

With this new arsenal, NACADA and its partners have reaffirmed their commitment to safeguarding Kenyan communities from the scourge of drugs and illicit substances.

ENGAGEMENT WITH INTERIOR MINISTRY ON NATIONAL SECURITY AND SUBSTANCE ABUSE



Principal Secretary, State Department of Internal Security and National Administration in the Ministry of Interior and National Administration, Dr. Raymond Omollo presides over the launch of the Community-based Rehabilitation Framework back in March

By Simon Mwangi

The Chief Executive Officer Dr. Anthony Omerikwa, attended a high-level meeting convened by the Principal Secretary, State Department of Internal Security and National Administration in the Ministry of Interior and National Administration, Dr. Raymond Omollo to discuss national security issues and the growing challenge of substance abuse in the country. The meeting brought together senior officials from key government agencies, signaling a unified approach to safeguarding communities.

During the meeting, Dr. Omerikwa highlighted the close link between alcohol and drug abuse and rising insecurity in various regions. He noted that substance abuse fuels criminal activities such as violent crime, domestic violence, and youth delinquency, placing immense pressure on law enforcement and public health systems.

"The fight against drug and substance abuse is integral to national security. By working together with the Ministry of Interior and other stakeholders, we can disrupt the networks that profit from addiction and restore hope to affected communities," said Dr. Omerikwa.

The session focused on enhancing collaboration between NACADA and the Ministry of Interior, particularly in intelligence sharing, enforcement, and community mobilization.

The Principal Secretary emphasized the need for preventive strategies that address both the supply and demand sides of the problem, including stricter controls on illicit brews and narcotics.

Key outcomes of the meeting included the establishment of joint task forces at the county level and a commitment to scale up public education campaigns aimed at reducing drug use. NACADA also pledged to provide technical support in the development of county-specific action plans to tackle the issue.

This engagement reinforces NACADA's mandate to lead national efforts in preventing and managing substance abuse while aligning with the government's broader agenda of promoting peace, security, and sustainable development. Through multi-agency cooperation, the Authority is working to build safer, healthier communities across Kenya.



Parents' Misconceptions on Children and Youth Drug Use

01 **MYTH: It is normal for children to experiment with alcohol or drugs.**
FACT: Experimenting with alcohol or drugs is not normal. Majority of the children are not using alcohol or drugs. USE can lead to ABUSE which can lead to ADDICTION therefore any use is not acceptable.

02 **MYTH: My children do not care what I think.**
FACT: Your children do listen to you even if they it does not seem so. They do care what you say but you have to tell them what you think and what you expect.

03 **MYTH: My adolescent child does not listen to me.**
FACT: You are the number one role model of your children. As a parent you have the power to shape their attitudes about alcohol and drugs. Children who learn risks about alcohol and drugs from their parents are less likely to use than those who do not.

04 **MYTH: It is okay for me to use alcohol and drugs because I am an adult.**
FACT: When you drink or smoke, your children think it is okay for them to do it too, no matter what you say. Show your beliefs about alcohol or drugs through your actions and your child is likely to believe you.

05 **MYTH: I can teach my teenager 'responsible drinking' by providing alcohol and a place to consume it.**
FACT: Allowing teenagers to drink may instill a sense of comfort in alcohol use which could increase their tendency to drink, with or without their parents present.

What Should I do as a Parent/ Caregiver?

1. Start Early:

It is never too early to promote healthy attitudes, emotions and behavior. Starting at teenage is too late

2. Know the Facts:

Who are their friends? Teachers? What do they aspire to be? What are their challenges?

3. Be a Good Model:

Model safe, healthy attitudes and behavior. It is more about what you do than what you say

4. Communicate Openly

and Honestly:

Your child should feel safe to come to you with any questions or problems

5. Share Your

Expectations:

Set clear boundaries and limits

6. Monitor their Behavior:
Know where your children are, what they are doing and who they are doing it with

7. Health not a Punitive Approach:

Focus on support for healthy rather than punishing unhealthy or unsafe behavior

8. Encourage Healthy Risk Taking and Emotion Regulation:

Help your children face challenges and go beyond their comfort zone. Help them manage setbacks, failures, stress, anger and fear

9. Use Positive Reinforcement:

Give positive feedback when your child show effort; focus on desired attitudes and behavior

10. Know your Children's Risk Level and Respond Accordingly:

Be vigilant for and responsive to signs of risk and know when and how to seek help for them and your self



A MILESTONE IN THE FIGHT AGAINST SUBSTANCE ABUSE; KENYANS REACT TO NACADA'S NEW POLICY



Cabinet Secretary for Interior and National Administration, Kipchumba Murkomen, receives the National Policy on the Prevention, Management, and Control of Alcohol, Drugs, and Substance Abuse in Kenya from the Authority's Board Vice Chair, Ann Mathu.

By Emmah Kadi

A Landmark Launch

On 30th July 2025, Kenya made history with the launch of its first ever National Policy for the Prevention, Management, and Control of Alcohol, Drugs, and Substance Abuse. The launch, presided over by Cabinet Secretary for Interior and National Administration, Kipchumba Murkomen, was the result of wide consultations led by NACADA in collaboration with key stakeholders, including faith based organizations, civil society, health experts, and government agencies. The policy described as a bold step towards addressing one of the country's most pressing social and public health challenges.

The policy's main goal is to protect the future of Kenya by safeguarding children, supporting communities, lowering harm, and providing effective rehabilitation for people dealing with addiction. For many, this moment brought hope. However, as soon as the announcement happened, Kenya experienced mixed reactions, with intense discussions occurring both online and offline.

Mixed Reactions Across the Country

While the government celebrated the milestone, Kenyans quickly shared their concerns, praises, and questions. The reactions showed clear divisions between those who view the policy as a way to heal the nation and those who worry it will hurt businesses and livelihoods.

Concerns from the Alcohol Industry

Bar owners, distributors, and others in the industry felt the policy unfairly targeted them. Their major concerns included:

- **Rising Minimum Drinking Age;** Increasing the legal drinking age from 18 to 21 was viewed as harsh to young adults who are already recognized as voters and taxpayers.
- **Ban on Celebrity Endorsements and Online Sales;** Those in the entertainment and digital marketing spaces stated this would strip young creatives ways to make money.
- **Restrictions on Bar Locations;** Limiting bars near schools, places of worship, and residential areas was viewed as a threat to thousands of small businesses, potentially leading to job losses.

Some alcohol traders further argued that tight regulations might backfire, driving desperate consumers to unsafe, illicit brews that are already a menace in parts of the country.

Voices of Concern from Citizens

Many Kenyans on social media echoed similar worries;

- Young people wondered why the government permits them to vote at 18 but does not permit them to drink responsibly until 21.
- Some urban residents expressed concern that the regulations weaken nightlife and tourism which are both major contributors to the economy
- Others expressed doubt that the Kenyan government has the capacity to practically enforce this comprehensive policy.

Supportive Voices

While there was criticism of the policy, it received significant support from other sources

- Faith-Based Groups; Evangelicals and faith leaders embraced the policy, describing it as a comprehensive blueprint for prevention, rehabilitation, and community action, and commended its emphasis on promoting protection for children and youth.
- Civil Society; NGOs and community groups viewed the policy as an opportunity to strengthen awareness raising campaigns, implement improvements in rehabilitation, and create local support networks.

Lessons from the Past

As noted by Vellum Kenya and several international broadcasters like the BBC, Kenya has attempted to regulate alcohol consumption on multiple occasions in the past. But poor implementation and poor enforcement rendered most of those efforts fruitless. This history has made Kenyans weary. People may agree on the dangers of alcohol or substance abuse, but they are apprehensive to say that this new policy will bring real long lasting change.

Why This Policy Matters

Kenya is at a crisis point. Substance dependence has destroyed communities, removed the breadwinners from families, and left thousands of young people struggling with addictions. The impact is not only felt in health, but in education, security, and the economy as well. This policy move is not solely focused on regulating alcohol, it needs to be seen in the context of securing the future of the nation. By focusing on prevention, treatment, rehabilitation, regulation, and community involvement, the policy offers a holistic approach that balances enforcement with compassion.

The Way Forward

To ensure the success of this monumental policy, a few actions must be taken

1. **Efficient Implementation;** Laws must be put into operation and consistently enforced across all counties.
2. **Collaboration with Stakeholders;** The government must collaborate with the alcohol industry, together with faith leaders, civil society and communities, which will drive engagement of all stakeholders.
3. **Public Education;** Each and every household in Kenya should be aware of the challenges the policy faces with public misconceptions, particularly targeting younger people with factual information about substance abuse.

- Rehabilitation & Support; Investing in rehabilitation centers and community based rehabilitation programs will give every citizen living with addiction a chance to recover.
- Monitoring & Accountability; This must be an ongoing process that offers regular reviews to help track progress, spot gaps, and evaluate whether strategies need to be adjusted, if not on a routine basis.

Conclusion

The launch of the National Policy on Alcohol, Drugs, and Substance Abuse in Kenya is a moment of celebration; however, the real test is its implementation. While some Kenyans are concerned about jobs lost and more restrictions on the use of substances, some will see it as a light of hope for healthier communities. All in all, it will take shared responsibility to succeed. Everyone has a stake in the issue and will play a role; the government, industry, faith leaders, parents, and of course the youth! If Kenya can rise above the previous issues and get behind this, then the policy can create a future in which our children grow up in a safer environment, families are more cohesive, and drug-free communities are realizing their full potential.

Most importantly, NACADA CEO, Dr. Anthony Omerikwa, deserves special recognition for spearheading this groundbreaking policy. His leadership and commitment to safeguarding the nation from the harmful effects of alcohol and drug abuse reflect not only NACADA's mandate but also its dedication to securing Kenya's future. His efforts remind us that with vision, courage, and collaboration, Kenya can and will overcome the challenge of substance abuse.

RELIGIOUS LEADERS TAKE THE FRONTLINE IN ALCOHOL AND DRUG ABUSE PREVENTION



Judith Twala, the Authority's Deputy Director of Public Awareness and Advocacy, engages participants during the sensitization workshop for religious leaders on Alcohol and Drug Abuse prevention in Mombasa.

By Judith Twala

Religious leaders are increasingly becoming critical partners in the fight against Alcohol and Drug Abuse (ADA) in Kenya. Their unique position of influence, grounded in moral authority, spiritual guidance, and the deep trust of their congregations, places them at the heart of prevention and management efforts.

In September, in collaboration with faith-based partners, the Authority convened a sensitization workshop at Mombasa Beach Hotel, bringing together 36 Sheikhs, Imams, and Senior Pastors.

The workshop aimed to enhance religious leaders' capacity to identify ADA signs, understand emerging drugs, and integrate prevention strategies into their spiritual work.

Participants shared firsthand experiences of counseling young people and families affected by substance use. They highlighted how Friday khutbas and Sunday sermons can be used as platforms to raise awareness, challenge stigma, and foster resilience. Leaders also emphasized interfaith unity, noting that substance abuse transcends religious boundaries and requires joint responses.

Concerns raised included the negative influence of social media, family breakdown, porous borders, and inadequate rehabilitation services. Importantly, leaders resolved to integrate ADA prevention messages into sermons, establish an interfaith ADA committee, and strengthen referral pathways with rehabilitation centers and health facilities.

The workshop underscored that while resources remain a challenge, faith leaders are ready to collaborate with NACADA, schools, and local administration to widen outreach. By developing sermon toolkits and conducting continuous sensitization, religious leaders can amplify prevention messages across diverse communities.

This initiative demonstrated that religious leaders are not only spiritual guides but also frontline champions of prevention, counseling, and community healing. Their active involvement is vital in building healthier, safer, and drug-free communities across Kenya.

PARTICIPATION IN CONFERENCE FOR REGULATORY AUTHORITIES AND AGENCIES (RAA)



Participants pay close attention during the 2nd Annual Conference for Regulatory Authorities and Agencies (RAA) held in Mombasa.

By Simon Mwangi

The National Authority for the Campaign Against Alcohol and Drug Abuse (NACADA) recently took part in the Conference for Regulatory Authorities and Agencies (RAA) held in Mombasa. The annual forum brought together regulators from various sectors to deliberate on strategies for strengthening governance, compliance, and service delivery across the country.

Led by the Board Chair Dr. Stephen Mairori and Chief Executive Officer Dr. Anthony Omerikwa, the Authority showcased its ongoing initiatives to combat alcohol and drug abuse through evidence-based policies, strategic partnerships, and innovative regulatory frameworks. The conference provided a unique platform for the Authority to engage with peers, exchange ideas, and explore best practices in regulatory enforcement.

Speaking during the event, Dr. Anthony Omerikwa underscored the importance of collaboration among regulators to address cross-cutting challenges such as illicit trade, non-compliance, and emerging trends that threaten public health and safety.

"Drug and substance abuse is not just a health issue, it is a regulatory challenge that requires multi-agency cooperation. Platforms like this conference allow us to harmonize approaches, share intelligence, and strengthen our collective capacity to safeguard the well-being of our citizens," he said.

Participants discussed a wide range of topics including compliance monitoring, capacity building, digitization of regulatory processes, and stakeholder engagement. For NACADA, the conference was an opportunity to advocate for tighter controls on the production, distribution, and sale of alcohol and other substances, while also emphasizing the need for public education and community involvement.

The insights gained from the conference will inform NACADA's strategic plans and help enhance its regulatory mandate. The Authority remains committed to ensuring that its policies and enforcement strategies align with national development goals and the broader vision of creating a drug-free society.

LAUNCH OF THE DIGITAL HEALTH AGENCY (DHA)



Launch of the Digital Health Agency (DHA), by the Cabinet Secretary, Ministry of Health, Aden Duale during the Devolution Conference 2025.

By Debra Gwaro

All eyes were on Homa Bay as it hosted the 9th Devolution Conference, held from 12 to 15 August 2025. The four-day gathering, convened by the Council of Governors in partnership with key stakeholders, drew thousands of delegates under the theme "For the People, For Prosperity: Devolution as a Catalyst for Equity, Inclusion and Social Justice." Leaders, citizens, and partners came together to reflect on progress, tackle persistent challenges, and explore how devolution can accelerate development while closing the socio-economic divide.

The conference attracted an impressive line-up of leaders: President William Ruto, Rt. Hon. Raila Odinga, Cabinet Secretaries, Governors, Senators, Members of Parliament, and development partners. President Ruto called for counties to embrace innovation and inclusivity as the driving forces behind growth, and Rt. Hon. Odinga reiterated that social justice and equity continue to be at the core of devolution. Health CS Aden Duale emphasized on strengthening devolved health systems, reminding those present that access to quality healthcare is a constitutional right, not a privilege. Their combined voices set the tone: devolution must remain people-driven and results-focused.

A standout moment was the unveiling of the Digital Health Agency (DHA) by CS Aden Duale, a visionary step in transforming healthcare. The DHA will digitize patient records, improve disease surveillance, and streamline health data across all 47 counties. For Kenyans, this means faster, smarter, and more reliable healthcare services, whether in the city or a remote village. The launch signaled a future where technology and devolution work hand in hand to deliver equity and efficiency in public health.

Beyond healthcare, the DHA reflects a broader shift; counties embracing digital tools to enhance transparency, revenue collection, and service delivery. Devolution is proving to be not just about bringing government closer to the people, but also about modernizing how government works for the people.

NACADA's presence was also felt at the conference, not only through its exhibition stand where the Authority displayed IEC materials on alcohol and drug abuse prevention, but also through a vibrant roadshow that engaged the public and created awareness about the event. By lending its voice and visibility to the national dialogue, NACADA reinforced its support for devolution's promise; reminding Kenyans that the fight against substance abuse is central to building healthier, safer, and more prosperous communities.

As the curtains closed, one message stood out: devolution is Kenya's promise to its citizens. The future depends on how boldly we support county innovations, champion inclusivity, and close the gaps that hold communities back. Devolution is here. Devolution is now. For the people, for prosperity -let's own it.

THE ILLUSION OF ESCAPE

Stress, pressure, heartbreak. For many young people, these are not just passing feelings they are heavy weights carried silently every day. The demands of school, the uncertainty of the future, or the pain of broken relationships often leave them searching for relief. And in that search, alcohol and drugs appear like a quick exit, a door that promises peace.

At first, it feels like freedom. A bottle drowns out the noise of a harsh world, a puff softens the ache of rejection, and a pill silences anxious thoughts. For a moment, life seems lighter. The burden is forgotten but the “freedom” is temporary, and the problems remain untouched, waiting to be faced once the effect fades.

Soon, the brain begins to connect comfort with the substance. Every time pain shows up, the solution seems simple: drink again, smoke again, use again. What was once a choice becomes a routine, and what was once an escape becomes a cage. The person who sought freedom now finds themselves tied not only to the substance but also to the very problems they were trying to run away from. Stress grows worse, heartbreak cuts deeper and dreams drift further away.

Addiction is cruel because it sells a lie. It says, “I will protect you from your pain.” But instead, it multiplies the pain, steals time, and clouds judgment. It convinces young people that they are coping, while in reality, they are just drowning deeper and deeper.

True escape is not found in a bottle or rolled up in paper. It is found in talking, seeking support and facing pain with courage.

By Hyne Bosibori



NACADA TRIUMPHS AT THE NYERI AGRICULTURAL SOCIETY OF KENYA SHOW



Hon. Sen. Mutahi Kagwe, EGH, Cabinet Secretary- Ministry of Agriculture and Livestock Development, interacting with NACADA staff during the Nyeri ASK Show

By Caroline Kahiu

The Central Kenya Agricultural Society of Kenya (ASK) Show, held from September 8th to 12th, 2025, at the Kabiruni-Ini Showground, Nyeri, provided the Authority with a platform to advance its prevention, advocacy, and public education mandate.

The exhibition brought together government agencies, county officials, farmers, learning institutions, civil society, and members of the public, creating an important space for stakeholder engagement. Substance use remains a pressing concern in Nyeri and across the region, particularly among the youth. It was an opportunity to sensitise communities on the dangers of alcohol and drug abuse, while highlighting available prevention, treatment, and rehabilitation services.

Over the five days, more than 434 people were engaged at the NACADA stand, including 361 students from 45 schools, alongside teachers, parents, and community members. Visitors were provided with information through interactive sessions, games, demonstrations, and the distribution of IEC materials. Guidance was also given on referral pathways such as the Ihururu Treatment and Rehabilitation Centre, the Miritini Centre of Excellence, and the National Helpline 1192.

In alignment with the theme, "Promoting Climate Smart Agriculture and Trade Initiatives for Sustainable Economic Growth," NACADA highlighted the link between substance abuse and reduced productivity, family instability, and economic loss. This positioned drug use prevention not only as a health priority but also as a driver of sustainable socio-economic development.

A key highlight of the exhibition was the visit by Hon. Mutahi Kagwe, Cabinet Secretary for Agriculture and Livestock Development, and H.E. Mutahi Kahiga, Governor of Nyeri County. Their engagement with the NACADA stand underscored the importance of multi-sectoral collaboration in addressing substance use challenges.

NACADA's efforts were recognized through three top awards:

- 1st Place: Stand that Best Interpreted the Current Show Theme (Non-Agricultural Category)
- 1st Place: Best Stand in Youth Activities, Empowerment, and Capacity Building
- 2nd Place: Best Regulatory Authority/Corporation Stand

These achievements reflect the Authority's ongoing commitment to raising awareness and empowering communities. NACADA will continue to harness national platforms such as the ASK Show to drive prevention efforts, inspire young people, and reinforce partnerships that safeguard the health, productivity, and well-being of all Kenyans.

HARNESSING ENERGY FOR COMMUNITY RESILIENCE: NACADA'S ROLE IN PROMOTING PEACE AND SOBRIETY IN KITUI



By Simon Mwangi

As Kenya celebrated Mashujaa Day 2025 under the inspiring theme "Energy," NACADA channeled its energy into protecting Kenyans by shielding families and communities from the scourge of alcohol and drug abuse, a menace that drains productivity, fuels conflict, and erodes futures.

Survey data reveal the extent of the challenge: the Eastern Region, home to Kitui County, records a substance-use prevalence of 20. 7%, second only to Western Kenya's 26. 4%. Eastern also leads in khat use, with 9. 9.6% of the population engaged in consumption. Alcohol, the most widely abused drug nationally, affects one in eight citizens, about 3. 2 million people. These figures serve as sobering reminders that substance abuse is not only a health concern but a threat to social cohesion.

In Kitui County, where inter- communal tensions and boundary disputes sometimes simmer, substance abuse worsens instability. Illicit brews from neighbouring regions and misuse of drugs contribute to fractured relationships and community unrest. NACADA' s work is therefore not just about prevention and treatment; it is a vital foundation for peace, security, and collective progress.

Through community outreach and education, NACADA has been equipping Kitui' s youth and families with resilience-building tools. School- based programmes raise awareness of the social, health, and legal dangers posed by alcohol and drugs. Parents and community leaders are being mobilised to reinforce protective values and discourage substance- related triggers of conflict.

Importantly, NACADA's work in Kitui involves multi-agency collaboration. Partnerships with the National Government Administration Officers (NGAOs), law enforcement, and local organisations have enabled joint efforts to curb the cross-border supply of illicit brews. These coordinated actions not only tighten controls but also reinforce shared responsibility for community safety.

As the Mashujaa Day "Energy" theme suggests, true power lies in purposeful action. NACADA honours the unsung heroes of Kitui: teachers, local leaders, youth advocates, and families who channel their energy to uplift rather than undermine. Their resilience shines as brightly as any national hero's deeds, shaping a legacy of peace and productivity rooted in sobriety and strong values.

Looking ahead, NACADA remains unwavering in its commitment to support Kitui County and all Kenyans in building a future free from the burdens of substance abuse. Our efforts align with the national drive for cohesion, health, and security. After all, harnessing our energy for collective wellbeing is the greatest act of heroism.

“PLANTING HOPE, SECURING FUTURES” – THE 9TH EDITION OF THE KAPTAGAT TREE GROWING EVENT



The Authority's staff led by the CEO, Dr. Anthony Omerikwa pose for a photo during the 9th edition of the Kaptagat Tree Planting

By Debra Gwaro

Kenya's battle against climate change received national and regional attention at the 9th Edition of the Kaptagat Forest Annual Tree Growing Event, which took place in Elgeyo Marakwet County on 11 to 12 July, 2025. As a component of the Kaptagat Integrated Conservation Program, the event aimed to promote Kenya's ambitious goal of planting 15 billion trees by 2032 and restore degraded forest area. The two-day event, which was spearheaded by President William Ruto and supported by community members, regional partners, and senior government officials, integrated conservation, community empowerment, and regional solidarity.

The government has consistently emphasized its commitment to climate action, with tree growing placed at the center of the country's environmental agenda. This year's event was preceded by series of activities, including the Kaptagat cycling challenge on July 6, 2025, which attracted cyclists from across East Africa, and the Kaptagat Half Marathon, showcasing sports as a unifying force for conservation. Thousands of seedlings had already been planted by the time President Ruto presided over the event's culmination at Kipkabus Forest Block on July 11, reinforcing the determination to restore ecosystems. The Ministry of Environment reports that more than 100,000 seedlings have already been given to communities as part of the program, which aims to support climate-smart agriculture and sustainable lives by introducing high-value crops like coffee and avocado.

President Ruto's statement during his keynote address, "The fight against climate change is the fight for life itself, "served as a powerful reminder of the task's urgency. "Every tree we plant is an investment in our children's future." He emphasized that tree growing is not merely an environmental act but a national survival strategy, connecting resilience to climate shocks, water conservation, and food security with healthy forests. His words stood out not just as a policy directive, but as a call to personal responsibility—urging every Kenyan to make tree planting a way of life.

NACADA actively took part in the wider national effort by planting 2,000 tree seedlings as part of Kenya's mission to restore degraded forests and by being among the partners who supported the initiative. NACADA demonstrated that protecting the environment and protecting people's health are interdependent by advocating for greener, healthier environments and positive lifestyles.

At its heart, the Kaptagat Forest event was more than planting trees, it was about planting hope, unity, and resilience for generations to come.

NACADA'S IMPACTFUL PARTICIPATION AT THE MOMBASA ASK SHOW 2025



Mombasa staff pose for a photo in front of the Authority's stand during the Mombasa ASK show

By Emmah Kadi

The Agricultural Society of Kenya (ASK) exhibitions continue to serve as vital platforms for showcasing innovations, creating partnerships, and sharing knowledge across sectors. From September 3rd to 7th, 2025, the ASK Mombasa International Show was held at Mukomani Showgrounds, attracting thousands of visitors from the Coast region and beyond.

NACADA actively participated in the event, with representation from its Mombasa County office alongside headquarters staff. The Authority's presence was guided by its core objective of sensitizing the public on the dangers of alcohol and drug abuse (ADA), providing education, and linking individuals to treatment and rehabilitation services.

Key Objectives of Participation

The Authority aimed to:

- Disseminate information about its services.
- Offer public education on alcohol and drug abuse prevention, treatment, and rehabilitation.
- Provide counselling and referral services.
- Distribute Information,
- Education, and Communication (IEC) materials to the public.

Engagement at the Exhibition

Over the five days, NACADA's exhibition stand attracted significant attention, engaging 473 participants 223 males and 250 females. Visitors included students, community members, and stakeholders from various sectors. The Authority's team offered one-on-one counselling sessions, responded to queries, and provided referrals for individuals in need of specialized help. IEC materials were widely distributed, helping to raise awareness on ADA among the youth and general public.

Several participants, including representatives from Community-Based Organizations (CBOs) and Faith-Based Organizations (FBOs), expressed interest in partnering with NACADA to expand awareness campaigns in their communities. This created a pathway for stronger collaborations in sensitizing young people and addressing the rising cases of substance abuse in Mombasa County.

Concerns Raised by Participants

A recurring issue highlighted during the show was the growing number of youth struggling with addiction, with many citing limited access to affordable treatment and rehabilitation services. Participants identified hotspots in Mombasa County, including Bamburi-Kisauni, Likoni, Tudor, and Mishomoroni, as areas particularly affected by drug use.

Challenges and Lessons Learned

Despite the success, NACADA faced challenges such as inadequate IEC materials, limited publicity items, and a constrained budget that affected visibility compared to other exhibitors. Some members of the public also voiced criticism that NACADA was not doing enough in the fight against drug abuse, signalling the need for enhanced outreach strategies.

Recommendations included designing a more compelling exhibition stand with evidence-based demonstrations and ensuring adequate provision of branded IEC materials to better engage the public, especially students.

The 2025 Mombasa ASK Show reaffirmed the importance of exhibitions as platforms for advocacy, education, and partnerships.

STRONGER YOUTH DRUG FREE FUTURES



By Hyne Bosibori

Kenya's greatest strength is its young people. Their dreams, energy and creativity. Yet, many youths today face challenges that tempt them toward alcohol and substance consumption. Not because they lack ambition but because of pressure, stress or the search for belonging. The truth is, alcohol may seem like an escape in the moment, but it steals time, potential and opportunities that could shape a bright future.

We must remember that no young person chooses struggle. What they need is understanding not judgement. Society, parents, friends, teachers and mentors play a powerful role in creating an environment where young people feel supported. Instead of pointing fingers, we can open doors. Parents can listen more, guiding their children with patience and empathy. Instead of talking down on them for their wrong choices, encourage them and reassure them. No situation is permanent; you simply just have to take the first step towards change for it to actually happen.

Friends can uplift one another, reminding each other that true fun and bonding doesn't need alcohol to be real. Families and communities can create safe spaces where youths are heard, encouraged and inspired.

To the youth, saying no to alcohol is not about missing out, it's about protecting your future. It means keeping your mind clear, your body strong and your dreams within reach. The choices you make today can open doors for opportunities tomorrow.

Every young person deserves understanding, support and a chance to grow without being defined by mistakes or pressure. When families, friends and communities walk alongside the youth with patience and encouragement, they create the foundation for healthier choices and stronger futures.



FACTSHEET

Substance Use Disorders



MYTH: Substance Use Disorder (SUD) is a choice or lack of morals

FACT: Substance Use Disorder (SUD) is a chronic brain disease that affects behavior, making it difficult for individuals to control their use of alcohol or drugs. Alcohol and drug addiction is now classified as Substance Use Disorders



MYTH: People with Substance Use Disorders (SUD) lack self-control and willpower

FACT: Alcohol and drugs take control of the brain's reward system, leading to uncontrollable behaviors. It is not about self-control; it is about the complex interplay of biology and the environment.



MYTH: Substance Use Disorders (SUD) treatment is unsuccessful; relapse is unavoidable

FACT: Evidence-based treatments and ongoing support considerably increase the chances of long-term recovery.



MYTH: People with Substance Use Disorders (SUDs) cannot lead successful lives

FACT: Countless individuals have overcome SUDs, rebuilt their lives, and made substantial contributions to society. Recovery is a journey towards self-discovery and resilience.



MYTH: Substance Use Disorders (SUDs) only affects the individual

FACT: Substance Use Disorders (SUDs) not only impact the individual but also affect families and communities. Building a supportive network is crucial for sustained recovery.



MYTH: If addiction runs in the family, it is inevitable for me too

FACT: While genetics contribute to addiction risk, they don't guarantee it. Environmental factors, personal choices, and access to support play crucial roles in shaping an individual's risk of developing addiction.



MYTH: Addiction only affects certain groups of people

FACT: Addiction knows no boundaries and can impact anyone, regardless of age, gender, race, or status. It is important to eliminate stigmatizing labels and recognize the universality of addiction.



MYTH: You cannot be addicted if you have a successful career or stable family life

FACT: Substance Use Disorders can affect individuals from all walks of life, including those with successful careers or stable family situations.



MYTH: One type of substance use disorder treatment works for everyone

FACT: There is no one-size-fits-all approach to treatment. Treatment plans and recovery are as unique as the individual.



MYTH: You cannot help someone with addiction unless they want help

FACT: Interventions and support from loved ones can motivate individuals to seek help. Offering resources, understanding, and encouragement can be instrumental in someone's decision to start their recovery journey.

For counseling and drug addiction referral services, Call our 24Hrs Toll Free Helpline 1192

THE PARENTING GAP: HOW UNSPOKEN FAMILY HABITS SHAPE CHILDREN'S PERCEPTION OF ALCOHOL.



By Debra Gwaro

"Children don't just hear our stories, they watch our choices, and mimic them."

In many Kenyan homes, children learn about alcohol not from lessons — but from what they see. A father reaching for a glass after work, a mother pouring wine to celebrate a milestone, or relatives raising bottles during a gathering—each of these moments, though seemingly harmless, sends powerful unspoken messages. Parents may tell their children, "Don't drink," yet those everyday actions whisper the opposite, teaching more than words ever could.

The subtle, repeated gestures of alcohol use at home—whether a celebratory toast, an after-dinner ritual, or a parent reaching for a glass to unwind—gradually normalize drinking. To a child, these moments are not casual; they are silent lessons, quietly shaping the belief that alcohol is a natural part of adulthood. Over time, this unspoken curriculum is passed from one generation to the next, teaching more powerfully than words ever could.

Research makes this reality hard to ignore. A NACADA study on secondary schools in Nairobi found a strong link between parents' drinking habits and their children's alcohol use. Findings revealed a clear pattern: students whose fathers consumed alcohol were 2.7 times more likely to drink, while those with mothers who drank were 2.6 times more likely to follow the same path compared to peers from non-drinking households. In another NACADA study focusing on primary school pupils aged 11 to 14, 7.2 percent reported having tried alcohol at least once, with weak parental monitoring emerging as a key factor driving early experimentation. Together, these findings reveal just how deeply family environments shape young people's relationship with alcohol.

Many parents still believe that a supervised sip teaches moderation or openness, but evidence tells another story. To children, those sips silently define alcohol as a reward, a stress reliever, or a necessary ingredient in celebrations. When conversations about alcohol are avoided, the actions themselves become the lesson, and children are left to draw their own conclusions. In busy households where open dialogue and consistent role modeling are often dominated by daily pressures, this silent teaching thrives unchecked.

But there is hope in intentionality. Parents and guardians can close this gap by aligning their actions with their words. It starts with small but deliberate choices: keeping alcohol out of children's reach, setting clear boundaries, and speaking honestly about its risks in age-appropriate ways. It also means redefining family rituals—choosing activities that bring genuine connection, such as sharing meals together, storytelling, weekend nature walks, family game nights, or even simple traditions like cooking together among others.

At the end of the day, parents' actions speak louder than their words. Every decision around alcohol is a message, every gesture a guidepost. Kenyan families hold the power to steer the next generation toward health, resilience, and a tomorrow unshaken by harmful habits.

CAUGHT BETWEEN HEALTH AND WEALTH: UNPACKING KENYA'S ALCOHOL DILEMMA



By Debra Gwaro

"What is wealth without health- but what is health without the means to live?"

This question has taken center stage in conversations across Kenya following the latest proposals by the National Authority for the Campaign Against Alcohol and Drug Abuse (NACADA). These include extending the legal drinking age from 18 to 21, prohibiting the sale of alcohol near places of worship and schools, banning the sale and delivery of alcohol online, and eliminating celebrity endorsements of alcohol brands. Although the goal of these rules is to prevent alcohol abuse and protect young people, they have ignited widespread debate over their broader implications.

Public sentiment reveals a nation divided; not on the importance of health, but on how best to protect it. Underage drinking and excessive alcohol use are major issues that require immediate response, according to many Kenyans. However, there are concerns that the new regulations could have a significant impact on lives, particularly for young people and small business owners who are already having financial challenges. Celebrity endorsements are a valued component of the creative economy, and for certain people, digital platforms have evolved into legitimate sources of revenue. Business owners, delivery workers, and influencers have expressed concerns that these changes may eliminate legally recognized and regulated revenue sources.

Some contend that enforcement, rather than the actual sale of alcohol, is the root of the issue. They wonder if cutting off official avenues will actually prevent underage drinking or if it will only move it to unofficial, uncontrolled areas. Others worry about the impact on the economy: supermarket owners, bar staff, and delivery riders may all find themselves out of work if general limitations are imposed without practical alternatives.

However, a key point often misunderstood is what the law actually says. As lawyer Wahome Thuku clarifies, "There is no law in Kenya that prohibits one from buying, drinking or taking alcohol at any time of day or night. The law deals with the sellers. In fact, no law stops a 15-year-old boy from buying and taking alcohol, it stops the seller from selling alcohol to such a minor." He further adds, "The ignorance in our country, especially among young people, is really overwhelming. They never read, ask questions, or even pause to engage in thoughtful discussion.

This distinction reveals how much of the national debate stems from misinterpretation, supporting the need for greater civic awareness alongside any regulatory reform.

The public response has been mixed. Online, many applaud NACADA's commitment to a sober nation, while others call for a more balanced approach. "The intention is right," one tweet reads, "but we need solutions that protect both health and jobs." Meanwhile, several creatives have urged the government to engage more with the affected communities before implementing significant changes.

As Kenya grapples with this moment, the call is not to reject NACADA's efforts, but to strengthen them through inclusive, well-informed solutions. Collaborative approaches that improve enforcement, raise awareness, and protect public health without compromising livelihoods are possible. Because true progress lies not in choosing between wealth and health, but in building a society where both can coexist.

NACADA ROADSHOW STRENGTHENS GRASSROOT ENGAGEMENT



Right: Mr. Ronald Mwiwawi, County Commissioner officially flagging off the Nyeri County Roadshow

By Caroline Kahiу

NACADA successfully conducted a countywide roadshow across all eight sub-counties of Nyeri from 8th to 12th September 2025, directly reaching thousands of residents with vital messages on alcohol and drug abuse (ADA) prevention. The initiative was flagged off by Nyeri County Commissioner, Mr. Ronald Mwiwawi, and NACADA Senior County Coordinator, Ms. Caroline Kahiу, underscoring strong government commitment to grassroots awareness.

The caravan traversed Nyeri Central, Kieni East, Kieni West, Mathira East, Mathira West, Mukurwe-ini, Tetu, and Othaya, with strategic stopovers at busy markets, transport hubs, and trading centres. Using music, dance, and interactive sessions, the Authority delivered prevention messages in an engaging and relatable way. IEC materials were distributed, and individuals in need of support were guided to treatment and rehabilitation services, including the National Helpline 1192.

The roadshow highlighted the far-reaching impact of alcohol and drug abuse in the region, including its links to mental health problems, school dropouts, family breakdown, and reduced productivity. By going directly to communities, NACADA addressed populations that are often beyond the reach of conventional media campaigns, workshops, and forums.

Community response to the campaign was overwhelmingly positive. Residents welcomed the practical, inclusive approach, while leaders emphasized the importance of collective responsibility in sustaining prevention gains. The County Commissioner commended the initiative as timely and impactful, while NACADA reaffirmed its commitment to strengthening partnerships with county government, schools, law enforcement, and community organizations.

The roadshow also amplified NACADA's presence at the Nyeri National Show, serving as a powerful mobilization tool and reinforcing the Authority's visibility during one of the region's largest public events.



The Nyeri County Commissioner, Mr. Ronald Mwiwawi speaks to the media before the flag-off

THE SILENT CLIMB OF ADDICTION



By Hyne Bosibori

It rarely begins with a loud bang. Addiction often walks in quietly, like a shadow. Imagine a young person at a gathering: one sip, one puff, or one pill offered with laughter in the background. It feels harmless, almost ordinary. The first time doesn't feel like danger it feels like belonging, like escape, like a secret door to another world.

But that door does not close easily. Soon, the same sip or puff doesn't give the same rush. The body begins to ask for more, whispering cravings that grow louder with each passing day. What once felt like choice slowly turns into a need. Skipping it brings restlessness, headaches, anxiety, even anger. The brain starts to believe survival depends on that substance.

Life outside begins to blur. School, work, or family moments lose their color. Promises to quit are made, broken, then made again. The person is still there, but wrapped in chains no one else can see. Friends drift away, opportunities slip, and health begins to crumble slowly at first, then suddenly.

Addiction is not simply about substances, it is about time stolen, dreams cut short, and futures put on hold. It digs deep, changing how the brain thinks and how the heart feels. It convinces people they cannot live without it, even as it quietly destroys them.

But the truth is, addiction can be unlearned. With support, treatment, and the courage to take the first step, the chains can break. NACADA believes in restoring hope not just warning about the dangers, but guiding people back to life, to freedom, and to the dreams addiction once tried to erase.



SHARPENING NACADA'S EDGE IN THE FIGHT AGAINST DRUG TRAFFICKING

The National Authority for the Campaign Against Alcohol and Drug Abuse (NACADA) is celebrating a significant milestone in strengthening its enforcement operations with the graduation of its officers, from the prestigious Detection Canine Handling Course at the K9 Unit in Langata, Nairobi.

This intensive training equips the officers with specialized skills to work with detection dogs, dramatically enhancing NACADA's capacity to disrupt drug trafficking networks. With their newly acquired expertise, these officers will form part of a cutting-edge K9 unit capable of detecting concealed narcotics with precision; a move that significantly boosts national efforts to protect Kenyan communities from the devastating effects of illicit drugs.

During the announcement, NACADA CEO Dr. Anthony Omerikwa emphasized the importance of this achievement in safeguarding the country's future.

"This is not just a certificate; it is a critical investment in our fight against drug traffickers. A well-trained K9 team is a force multiplier, allowing us to sniff out danger, intercept illegal substances, and dismantle criminal supply chains before they reach our neighborhoods," said Dr. Omerikwa.

He added that enhancing NACADA's enforcement capacity is part of a broader national strategy to combat substance abuse, especially under the ongoing 100-Day Rapid Results Initiative (RRI) led by the Ministry of Interior.

"As drug traffickers adopt increasingly sophisticated tactics, we must stay ahead through innovation and skill development. These officers' success reflects our commitment to continuously improving how we protect the lives and well-being of Kenyans," emphasized Dr. Omerikwa.

The graduation of the officers marks a game-changing step in NACADA's mission, signaling that the war against drug abuse will be fought with sharper tools, smarter strategies, and unwavering dedication to safeguarding the nation.

By Hyne Bosibori and Joan Ayanae

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*Photo credits: Images sourced from news agencies' social media posts. Logos, watermarks, and headlines have been retained to acknowledge original sources.

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COMPLAINT HANDLING PROCEDURE

HOW TO COMPLAIN

Where our services do not meet the standards that we have set, you may forward your complaint to us through the following channels:

- Verbally; you may ask to speak to the line manager for the service you are seeking.
- You may forward your complaint by email to ceo@nacada.go.ke or info@nacada.go.ke
- You may write a letter directly to the Chief Executive Officer.

Every effort will be made to treat your complaint with utmost confidentiality.

COMPLAINT HANDLING PROCESS

1. We will acknowledge complaints and enquiries within seven (7) days of receipt.
2. We will acknowledge receipt of other disputes and complaints received through email, letters and related communication within seven (7) days.
3. We will make our decision known on any matter brought before the Board within 30 working days following the conclusion of investigations.



COMPLAINT CHANNELS

All complaints should be forwarded to us through the following channels:

CHIEF EXECUTIVE OFFICER

National Authority for the Campaign Against Alcohol and Drug Abuse
 NSSF Building, Block A, 18th Floor
 P.O. Box 10774-00100 GPO NAIROBI
 Tel.: +254 020 272 1997, 2721993
 Email: complaints@nacada.go.ke / info@nacada.go.ke
 Website: www.nacada.go.ke

THE COMMISSION SECRETARY/CEO

Commission on Administrative Justice
 2nd Floor, West End Towers, Waiyaki Way, Nairobi
 P.O. Box 20414-00200 NAIROBI
 Tel.: +254 020 2270000/ 2303000
 Email: complain@ombudsman.go.ke
 Website: www.ombudsman.go.ke



CUSTOMER SERVICE DELIVERY CHARTER

At the National Authority for the Campaign Against Alcohol and Drug Abuse, we are committed to serving you promptly with courtesy and efficiency. This is our promise to you.

SERVICE	REQUIREMENTS TO OBTAIN SERVICE	SERVICE FEE (KSHS*)	TIMELINE
Serving Customers	Courtesy and respect	Free	Within 7 minutes
Access to Information			
Face to Face Enquiries	None	Free	Immediate
Telephone Enquiries	None	Free	Up to 3 rings
Correspondences	None	Free	Acknowledgement within 7 days upon receipt
Suggestion box	None	Free	
Website	None	Free	Immediate. Visit www.nacada.go.ke
Official email info@nacada.go.ke	None	Free	Acknowledgement within 48 hours upon receipt
Social media platforms	None	Free	
Publications/IEC materials	None	Free	Immediate. Visit www.nacada.go.ke
Resource Centre	None	Free	Weekdays during working hours (Mon-Fri 8.00am to 5.00pm) excluding public holidays
Technical Services			
Research on alcohol and drug abuse- Baseline/ follow-up surveys	Letter of Request or proposal	Subject to contract guidelines	Acknowledgement and response with 7 working days. Services offered weekdays during working hours (Mon-Fri 8.00am to 5.00pm) excluding public holidays
Advise on development and implementation of ADA Workplace policies (Public & private sector organizations)	Letter of Request or proposal	Subject to contract guidelines	
Trainings/Capacity-building on ADA prevention, counseling, treatment, rehabilitation and aftercare (Public & Private Sector)	Letter of Request or proposal	Depends on required resources & scope. Each case on its own merit	
Basic counseling and referrals on treatment, rehabilitation and aftercare	None	Free	45 Minutes to 1 Hour
24-hour free Helpline service 1192: Counseling and referral services on alcohol and drug abuse	None	Free	Immediate*
Accreditation, advise, and licensing of treatment and rehabilitation facilities	None	Free	Acknowledgement and response with 7 working days
Licensing Alcoholic Drinks Importers and Exporters	Application	Depends on scope of operations	
Certification Training Program for Addiction Professionals (Three Phases)	Application	Kshs25,000/- per phase	
Enforcement on compliance to the ADCA, 2010 on alcohol and drug abuse	None	N/A	
Job or Attachment Application	None	N/A	
Payments for goods and services rendered	Relevant documents to support payments	N/A	
Procurement of goods and services	Relevant documents	As per PPRA	

*Depends on when a counselor concludes serving clients before an incoming call.

Any service that does not conform to the above standards or any officer who does not live up to the above commitment to courtesy and excellence in service delivery should be reported to:

CHIEF EXECUTIVE OFFICER

National Authority for the Campaign Against Alcohol and Drug Abuse
 NSSF Building, Bishops Road; Annex 9th Floor
 P.O. Box 10774-00100 GPO NAIROBI
 Tel.: +254 020 272 1997, 2721993
 Email: complaints@nacada.go.ke / info@nacada.go.ke
 Website: www.nacada.go.ke

THE COMMISSION SECRETARY/CEO

Commission on Administrative Justice
 2nd Floor, West End Towers, Waiyaki Way, Nairobi
 P.O. Box 20414-00200 NAIROBI
 Tel.: +254 020 2270000/ 2303000
 Email: complain@ombudsman.go.ke
 Website: www.ombudsman.go.ke

NACADA endeavors to uphold our national values and principles of governance on human dignity; human rights; equality and equity; social justice and inclusiveness; non-discrimination and protection of the marginalized.

www.nacada.go.ke | [@NACADAKenya](https://www.facebook.com/NACADAKenya) | [@NACADA](https://www.instagram.com/nacada_national)

NSSF Building Block A, 18th floor (Eastern Wing)
 P.O Box 10774-00100
 Nairobi Kenya

Telephone: +254 020 2721997
 E-mail: info@nacada.go.ke

Need someone to talk to on drugs and alcohol?

 **TOLL FREE HELPLINE 1192**



MKATABA WA HUDUMA KWA WATEJA

Katika Halmashauri ya Kitaifa ya Kupambana na Matumizi Mabaya ya Pombe na Dawa za Kulevy, tumejitolea kukuhudumia kwa heshima, uaminifu na uadilifu. Hili ndilo ahadi letu.

HUDUMA/BIDHAA	MAHITAJI YA KUPATA HUDUMA/BIDHAA	GHARAMA ZA HUDUMA AU BIDHAA	RATIBA YA WAKATI MUDA
Kuhudumia wateja	Uadilifu na heshima	Bure	Ndani ya dakika saba
Kuuliza swali	Turnia vituo vinavostahili- Ziara ya kibinafsi Piga simu nambari 020-2721997 Barua pepe info@nacada.go.ke Masanduku ya maoni Barua kuitia Afisa Mkuu Mtendaji	Bure Bure Bure Bure	Ndani ya dakika saba Kufikia mlio wa tatu Kwa siku saba baada ya ombi Kwa siku saba baada ya ombi Kwa siku saba baada ya ombi
Vitabu na vifaa vya kuelimisha	Barua ya maombi	Bure	Kwa siku saba baada ya ombi
HUDUMA ZA TAARIFA			
Tovuti www.nacada.go.ke	Muunganisho wa mtandao	Bure	Papo hapo
Mitandao ya Kijamii	Muunganisho wa mtandao	Bure	Jibu kwa masaa 48 baada ya kupokea ombi
Kituo cha Rasilmali za Kielimu	Hakuna	Bure	Jumatatu hadi ijumaa kwa masaa za kazi
HUDUMA ZA KITAALAMU			
Utafiti kuhusu utumiaji mbaya wa pombe na dawa za kulevy	Barua ya maombi au pendekezo	Inategemea mahitaji na nafasi iliyoko. Kila jambo litashughulikiwa inavyostahili	Jumatatu hadi ijumaa kwa masaa za kazi
Mafunzo maalum ya kudhibiti uraibu wa pombe na dawa za kulevy			
Ushauni na utungaji wa sera kazini kuhusu pombe na dawa za kulevy			
Ushauri kuhusu leseni ya vituo vya kurekebisha uraibu			
Kuhakikisha Utekelezaji wa Sheria za Uzuiaji wa Vileo, wa 2010 (ADCA, 2010)			
Kuhakiki na kutoa leseni kwa vituo vya kurekebisha uraibu			
Ushauri wa kimsingi unaohusu uraibu na maelezo kuhusu matibabu			
Mafunzo ya Kitaalamu kwa Wasomi wa Uraibu (Certification Training)			
Simu ya Msaada, 1192 (Hupatikana masaa 24)			
Maombi ya Kazi			
Kutoa huduma na uuzaaji bidhaa		Kulingana na Public Procurement & Disposal Act, 2005, and Regulations 2006	Kwa siku saba baada ya kupata ombi
Malipo ya bidhaa na huduma zilizotolewa	Kabithi hati ya malipo iliyotiwa sahihi	Kulingana na Public Procurement & Disposal Act, 2005, and Regulations 2006	Kwa siku saba baada ya kupata ombi

*Itategemea kupatikana kwa mshauri kukamilisha huduma kwa wateja walotangula.

Masaa za kazi: Jumatatu hadi ijumaa, saa mbili asubuhi hadi saa kumi na mpia jioni

Iwapo bado hujaridhika, uliza uhudumiwe na msimamizi wake. Kwa maoni, malalamiko au mapendekezo, wasiliana nasi kuitia anwani zifwatazo.

Afisa Mkuu Mtendaji

NACADA
 Jengo la NSSF, Block "A", 18th Floor
 S.L.P. 10774 - 0100 Nairobi
 Simu: 020-2721997, 2721993
 Barua Pepe: info@nacada.go.ke
 Tovuti: www.nacada.go.ke

Katibu Wa Tume/Afisa Mkuu Mtendaji

Tume Ya Utawala Wa Haki
 Jengo la West End Towers Gorofa ya 2, Barabara ya Waiyaki
 S.L.P. 20414 – 00200 Nairobi.
 Simu: +254 020 272 1997
 Barua pepe: complain@ombudsman.go.ke
 Tovuti: www.ombudsman.go.ke

NACADA inajitahidi kutekeleza maadili yetu ya Taifa na kanuni za utawala katika hadhi ya binadamu, haki za binadamu, usawa, haki za kijamii na kushirikisha mashirika yasiyo ya ubaguzi na ulinzi wa wanyonge.



NACADA

FOR A NATION FREE FROM ALCOHOL AND DRUG ABUSE

Need someone to talk to on drugs and alcohol?

Call NACADA's



**TOLL FREE
HELPLINE 1192**